

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A method for providing access to respective entity-specific photo-sharing websites for a plurality of entities, each entity controlling a set of entity-specific network-enabled image capture devices, the method comprising:

providing an online photo-sharing service configured to provide access to the respective entity-specific photo-sharing websites for each of the entities, wherein one or more of the entity-specific photo-sharing websites is customized for in appearance to a corresponding one or more of the plurality of entities; and

providing software for the entity-specific network-enabled image capture devices, including a TCP-IP protocol stack that enables wireless communication between the entity-specific network-enabled image capture devices and the online photo-sharing service via an a wireless Internet connection, that causes the entity-specific network-enabled image capture devices to wirelessly transmit entity ID information when the entity-specific network-enabled image capture devices wirelessly transmit images to the photo-sharing service over the Internet connection, wherein when the entity-specific network-enabled image capture devices wirelessly connect to the photo-sharing service via the wireless Internet connection, the photo-sharing service uses the entity ID received from the entity-specific network-enabled image capture devices to automatically associate the images received from the entity-specific network-enabled image capture devices with the photo-sharing website of the identified entity.

2. (Previously Presented) The method of claim 1 further including storing the entity ID in the entity-specific network-enabled image capture devices during manufacturing.

3. (Previously Presented) The method of claim 1 further including storing the entity ID in the entity-specific network-enabled image capture devices subsequent to manufacturing.
4. (Previously Presented) The method of claim 2 further including providing a plurality of entity IDs, wherein each entity ID identifies a different entity.
5. (Previously Presented) The method of claim 4 further including providing an entity ID identifying a camera manufacturer and an entity ID identifying a user.
6. (Previously Presented) The method of claim 5 further including storing an entity account in a database corresponding to different entity IDs.
7. (Previously Presented) The method of claim 6 further including associating with each of the entity accounts, web pages comprising the corresponding entity-specific photo-sharing website, and user account numbers of authorized users.
8. (Previously Presented) The method of claim 7 further including matching the entity ID information received from each entity-specific network-enabled image capture device with the corresponding entity account in the database.
9. (Previously Presented) The method of claim 8 further including automatically associating the received images with the entity-specific photo-sharing website of the identified entity.
10. (Currently Amended) An online photo-sharing system, comprising:
  - an online photo-sharing service for providing access to respective photo-sharing websites for a plurality of entities, wherein each of the entities controls a set of network-

enabled digital cameras and one or more of the photo-sharing websites is customized for in appearance to a corresponding one or more of the plurality of entities; and

digital camera software that is customized for to each of the entities, including a TCP-IP protocol stack that enables wireless communication between the digital cameras and the online photo-sharing service via an a wireless Internet connection, wherein when the software customized for to an entity is executed in the entity's network-enabled digital cameras during the wireless Internet connection to the photo-sharing service, the software causes the network-enabled digital cameras to automatically upload images and wirelessly transmit the entity ID information for the entity to the photo-sharing service over the wireless Internet connection, allowing the photo-sharing service to use the entity ID information received from the network-enabled digital cameras to automatically associate the uploaded images with the photo-sharing website for the entity.

11. (Canceled)

12. (Previously Presented) The online photo-sharing system of claim 10 wherein the entity ID is stored in the network-enabled digital camera during manufacturing.

13. (Previously Presented) The online photo-sharing system of claim 10 wherein the entity ID is stored in the network-enabled digital camera subsequent to manufacturing.

14. (Previously Presented) The online photo-sharing system of claim 13 wherein at least one set of network-enabled digital cameras is controlled by a hierachal relationship of entities.

15. (Previously Presented) The online photo-sharing system of claim 14 wherein the network-enabled digital camera transmits the entity ID of each of the entities in the hierachal relationship.
16. (Original) The online photo-sharing system of claim 15 wherein the entities include at least one of a camera manufacturer, a business, a government agency, and end-users.
17. (Previously Presented) The online photo-sharing system of claim 10 wherein the online photo-sharing service includes a server and a database for hosting the respective websites.
18. (Previously Presented) The online photo-sharing system of claim 17 wherein the database stores entity account information for each one of the entities.
19. (Previously Presented) The online photo-sharing system of claim 18 wherein the server matches each one of the entity IDs received with one of the entity accounts.
20. (Previously presented) The online photo-sharing system of claim 19 wherein the online photo-sharing service derives revenue from the entities.
21. (Original) The online photo-sharing system of claim 20 wherein the online photo-sharing service shares revenue with multiple entities that are in a hierachal relationship.
22. (Previously Presented) The online photo-sharing system of claim 20 wherein the respective websites are presented as being hosted by the corresponding entities.

23. (Currently Amended) A method for automatically sending images from entity-specific cameras to entity-specific websites, comprising:

customizing a plurality of entity-specific cameras for different entities by loading at least one entity ID into the camera;

providing an online photo-sharing service for accessing a plurality of photo-sharing websites;

providing the plurality of entity-specific cameras with a TCP-IP protocol stack for allowing the entity-specific cameras to wirelessly communicate with the online photo-sharing service over ~~an~~ a wireless Internet connection;

customizing in appearance each of the photo-sharing websites for a respective entity to create entity-specific websites, each of the entity-specific websites being identified by a respective entity ID;

wirelessly transmitting the respective entity ID for a particular entity-specific website from the camera to the photo-sharing service when uploading images from the camera to the photo-sharing service via the wireless Internet connection; and

receiving the images and the entity ID from the camera and associating the images with the particular entity-specific website identified by the entity ID.

24. (Previously Presented) The method of claim 23 further including customizing at least one of the entity-specific cameras for a hierachal relationship of entities.

25. (Previously Presented) The method of claim 24 further including providing the entity ID as a set of hierachal entity IDs.

26. (Previously Presented) The method of claim 25 further including storing the entity-specific websites on a database accessed by a server.

27. (Previously Presented) The method of claim 26 further including creating an entity account in the database for every entity ID, and associating each of the entity-specific websites with the corresponding entity account.
28. (Previously Presented) The method of claim 27 further including associating URL's of the entity-specific websites with the corresponding entity accounts in the database.
29. (Previously Presented) The method of claim 28 further including matching a received entity ID with one of the entity accounts to associate the received images with the entity-specific website.
30. (Previously Presented) The method of claim 29 further including transmitting a user entity ID with the entity ID, and creating a user account in the database corresponding to the user ID, wherein the received images are associated with the users account in the corresponding entity-specific website.
31. (Previously Presented) The method of claim 1 wherein providing software for the entity-specific network-enabled image capture devices further includes:
  - providing a default internet service provider connection information.
32. (Previously Presented) The system of claim 10 wherein the network-enabled digital camera further includes:
  - default internet service provider connection information.
33. (Previously Presented) The method of claim 23 further comprising:
  - providing the plurality of entity-specific cameras with default internet service provider connection information.

34. (Currently Amended) An online photo-sharing system, comprising:

an online photo-sharing service for hosting respective websites for a plurality of entities, wherein each of the entities controls a set of network-enabled digital cameras and one or more of the websites is customized ~~for~~ in appearance to a corresponding one or more of the plurality of entities, the set of network-enabled digital cameras including digital camera software that is customized ~~for~~ to each of the entities, including a TCP-IP protocol stack that enables wireless communication between the network-enabled digital cameras and the online photo-sharing service via ~~an~~ a wireless Internet connection, wherein when the software customized ~~for~~ to a particular entity is executed in the entity's network-enabled digital cameras during the wireless Internet connection, the software causes the network-enabled digital cameras to automatically upload images and wirelessly transmit the entity ID information for the particular entity to the photo-sharing service over the Internet connection, allowing the photo-sharing service to use the entity ID information received from the network-enabled digital cameras to automatically associate the uploaded images with the photo-sharing website hosted for that particular entity.

35. (Currently Amended) An online photo-sharing system, comprising:

a plurality of network-enabled digital cameras for accessing an online photo-sharing service for hosting respective websites for a plurality of entities, wherein each of the entities controls at least one of the network-enabled digital cameras and one or more of the websites is customized ~~for~~ in appearance to a corresponding one or more of the plurality of entities, each of the plurality of network-enabled digital cameras including digital camera software that is customized ~~for~~ to each of the entities, including a TCP-IP protocol stack that enables wireless communication between the network-enabled digital cameras and the online photo-sharing service via ~~an~~ a wireless Internet connection, wherein when the software customized ~~for~~ to a particular entity is executed in the entity's network-enabled digital cameras during the wireless Internet connection,

the software causes the network-enabled digital cameras to automatically upload images and wirelessly transmit the entity ID information for the particular entity to the photo-sharing service over the wireless Internet connection, allowing the photo-sharing service to use the entity ID information received from the network-enabled digital cameras to automatically associate the uploaded images with the photo-sharing website hosted for that particular entity.

36. (Previously Presented) The method of claim 1, wherein the online photo-sharing service is configured to host the entity-specific photo-sharing websites for each of the entities.

37. (Previously Presented) The method of claim 1, wherein the entity specific photo-sharing websites are hosted outside of the photo-sharing service.

38. (Previously Presented) The online photo-sharing system of claim 10 wherein the online photo-sharing service is configured to access a server and a database outside of the photo-sharing service for hosting the respective websites.

39. (Previously Presented) The method of claim 26, wherein the database storing the entity-specific websites is included within the photo-sharing service.

40. (Previously Presented) The method of claim 26, wherein the database storing the entity-specific websites is arranged outside the photo-sharing service.